

Macworld

For Immediate Release

Macworld and Aspyr Media Co-host the 4th Annual Bowling Event to Benefit San Francisco Public School

Macintosh Industry teams Donate Over \$15,000 in Cash and Equipment

SAN FRANCISCO, CA - January 5, 2004 - Macworld and Aspyr Media have announced the fourth annual MacBowl, a Macintosh industry event to support a select San Francisco public school. For a \$1,500 donation in cash or equipment, companies sponsor a team for an entertaining night of bowling. In addition to Macworld and Aspyr Media, supporters include Microsoft, ATI Technologies Inc., Apple Computers, MacSoft, Aladdin Systems and MacPlay.

MacBowl will be held at the Yerba Buena Bowling Center in San Francisco on Thursday January 8, 2004, during the week of Macworld Conference and Expo. Proceeds will benefit Treasure Island Elementary School. The office of San Francisco's Unified School District worked with the organizers to select Treasure Island from among the most computer deficient schools in the area.

"This event has become a major highlight of Macworld expo week," said Cynthia Ramsey, Publisher of *Macworld*. "MacBowl gives all of us in the industry an opportunity to make a significant difference."

Last year MacBowl's beneficiary Charles Drew Elementary School received \$15,000 in high-end Mac computers, software and peripherals through the generous support of MacBowl's participants. These sponsors made possible not only the realization of the fundraising goal, but also the establishment of a program where under-privileged, at-risk

students will receive advanced computer training and access to the latest and best technologies.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication, *Macworld*. Mac Publishing sites include: Macworld.com, MacCentral.com, and ProductFinder.com.

Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through www.idg.net, which comprises more than 330 targeted web sites in 80 countries. IDG is also a leading producer of 168 computer-related expositions worldwide and provides IT market analysis through 51 offices in 43 countries. Company information is available at www.idg.com.

About Aspyr Media Inc.

Aspyr Media Inc., based in Austin, TX is an established publisher of interactive entertainment software. Aspyr is a leading publisher of Macintosh, PC, and Game Boy Advance games, as well as DVD and audio CDs. Aspyr is committed to delivering high-quality entertainment products to consumers worldwide.

More information on Aspyr and their line of products can be found on the Internet at <http://www.aspyr.com>.

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